# WINSTON Launch Meeting
# Agenda

## I. Evening Prior to Meeting

- Arrival prior to 6 p.m. (all Managers. Sales Reps and Retail Reps)
- 6.00 - 7:00 p.m. Cocktail Party
- 7:00 p.m. Dinner
  - AVP/RM Welcome, Set Meeting Expectations

## II. Meeting Day

| | |
|---|---|
| 6:45 - 8.00 a.m. | Continental Breakfast |
| 8:00 - 10:15 a.m. | • General Session, WINSTON Launch Overview<br>- Test Market Learning<br>- 1997 Brand Objective<br>- Advertising<br>- General Market Retail<br>- Direct Marketing<br>- Grass Roots<br>- WINSTON Motorsports<br>- Jump Start<br>- Launch Expectations<br>• RSM Expectations, Breakout Session Direction |
| 10:15 - 10:30 a.m. | Break |
| 10:30 a.m. - 12:00 p.m. | Division Breakout Sessions,<br>WINSTON Launch/Overall Workplan Tactics<br>- Review WINSTON Fact Book<br>- Review Workplan Incorporating WINSTON Launch with Other Workplan Objectives<br>- Develop Action Plans to Minimize Return Goods at Wholesale and Retail<br>- Develop Action Plans to Maximize Effective Execution of All Promotional Activities |
| 12:00 - 1:00 p.m. | Lunch |
| 1:00 - 2:00 p.m. | Continue Breakouts |
| 2:00 p.m. | Departure |

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Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# WINSTON Launch Meeting Breakout Session Discussion Guidelines

Following is a check list of activities and issues which should be discussed and thoroughly understood during your WINSTON Launch breakout meetings. Objective of the breakout meetings is to develop a detailed tactical game plan for effectively implementing the WINSTON Launch along with our other workplan objectives and activities. During the breakout meetings, your division should:

I. Review and thoroughly understand the WINSTON "No Bull" Fact Book. Key discussion points should include:

- How can we best minimize returned goods on WINSTON?
  - Wholesale: How can we best minimize rotation problems? Insure weekly coverage?
  - Retail: How can we best insure proper rotation, display loads, aggressive discounting where needed?
- What are the action plans for insuring a reorder of all WINSTON product returned to Winston-Salem?
  - Independents?
  - Chains?
  - Product Mix?
- What are the action plans for maximizing cigarette industry volume (CIV) of our WINSTON Box products at retail?
  - Region?
  - Division?
  - Chain?
  - Assignment?
- How can we maximize effectiveness of our Consumer Mission Programs to increase competitive trial of the new No Additive WINSTON?
  - 6" x 4" Stick to Stick Response Card?
  - 2 Free Packs WINSTON Specific Coupon?
  - Consumer Mission B1G1F?
- How can we most effectively educate all applicable retailers on the WINSTON proposition?



Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# WINSTON Launch Meeting Breakout Session Discussion Guidelines

II. Review and thoroughly understand the workplan emphasizing the importance of implementing both the WINSTON Launch and other workplan promotions, especially CAMEL and DORAL. Develop an action plan for adding the WINSTON Launch to currently scheduled activities. Key discussion points should include:

- During the launch, what should retail look like by class of trade?
  - Display?
  - Distribution?
  - Presence?

  (Selling side must sell these specific elements and communicate what should be done to the execution side.)

- How do we maintain CAMEL momentum while launching WINSTON (balance between CAMEL and WINSTON is critical).

- How can we most effectively implement our August WINSTON POS changeover?

- What are the PCD full-price guidelines for your division? What exceptions should be made to maximize business opportunities?
  - 2 PCDs?
  - 1 PCD?

- What are the optimum PCD loads in your market?
  - WINSTON?
  - CAMEL?
  - Other?
  - Box vs. soft pack?

- How do we maximize VAP effectiveness for all promotions (WINSTON, CAMEL, DORAL), especially during multiple promotion months?
  - Wholesale?
  - Retail?

- How can we insure effective GAP management?
  - CAMEL?
  - SALEM?
  - WINSTON?

- What other workplan issues/action plans need to be addressed for your region? division?

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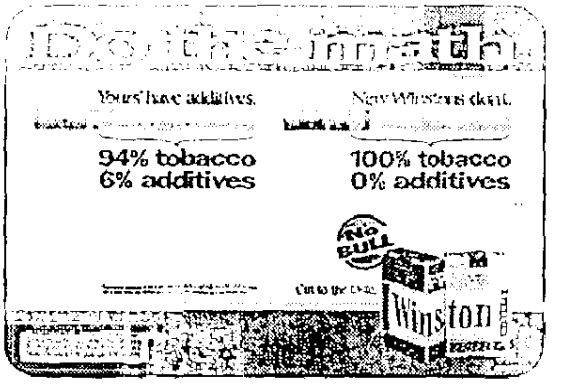
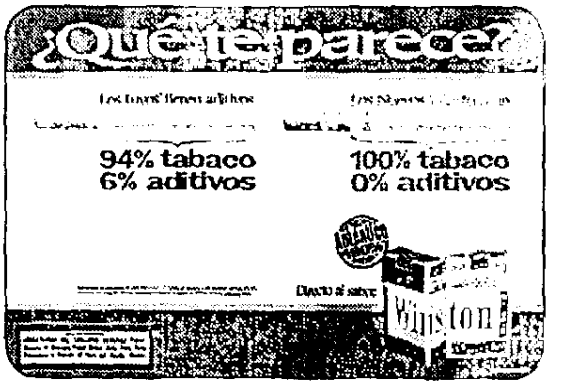
Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# PRIORITY ITEMS




Winston Change Mat
Item #: 528140




Spanish Version
Item #: 528143

The Change Mat offers an excellent opportunity to communicate the "Stick to Stick" comparison. Regions should ensure each store has several change mats available for the introduction period.

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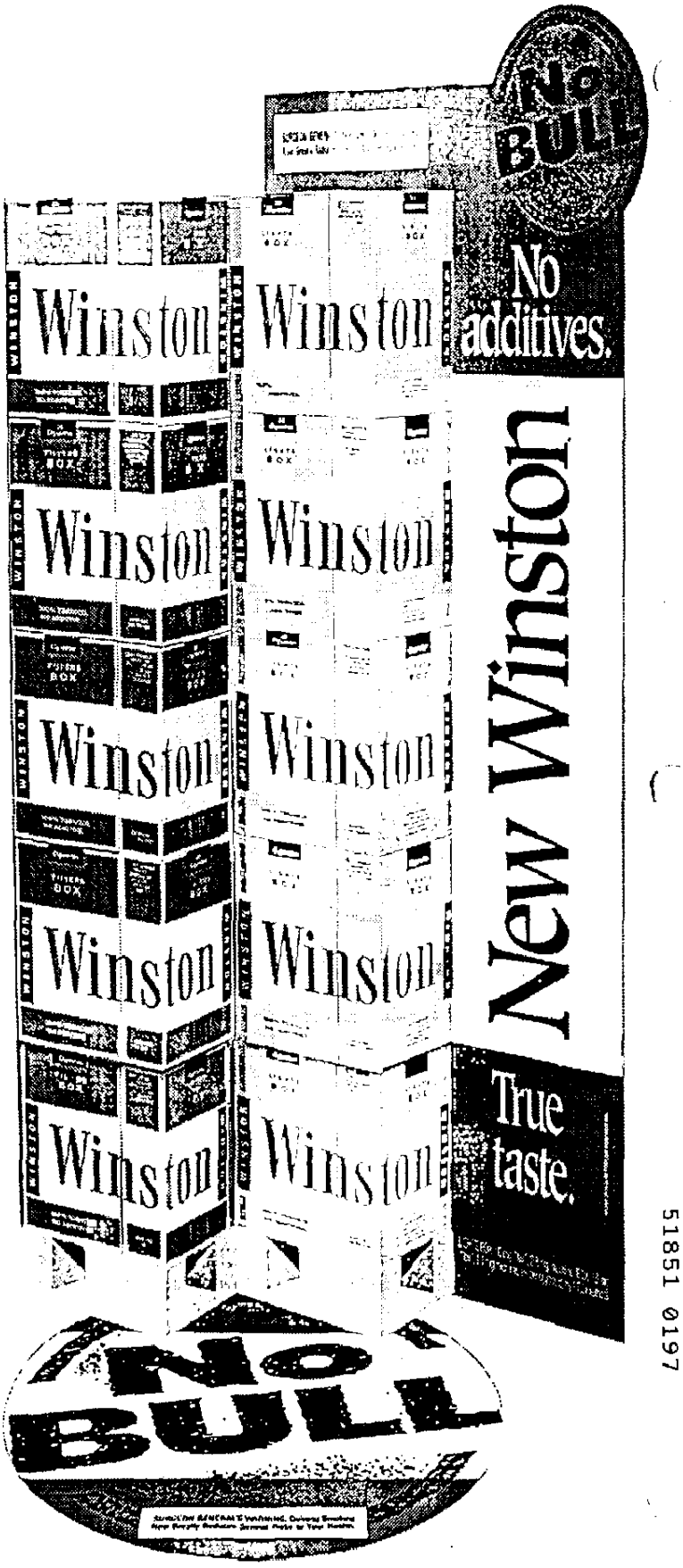
Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# PRIORITY ITEM

Winston Tower Semi-Permanent
Counter Display
11"W x 5"D x 21.5"H
Item #: 527603
Pack Capacity: 20




This unique counter display communicates the New Winston "No Bull" attributes as well as the new wrap around package graphics in one compact vertical footprint. The molded plastic base makes access to product easy. The gravity feed design ensures fresh product faces the consumer until the last pack is sold. Even if the display sells out, it continues to communicate our revolutionary new pack graphics and consumer information until restocked. The counter graphic is designed as a stand alone piece of POS which can be used as pictured or in a secondary counter, wall or window location.

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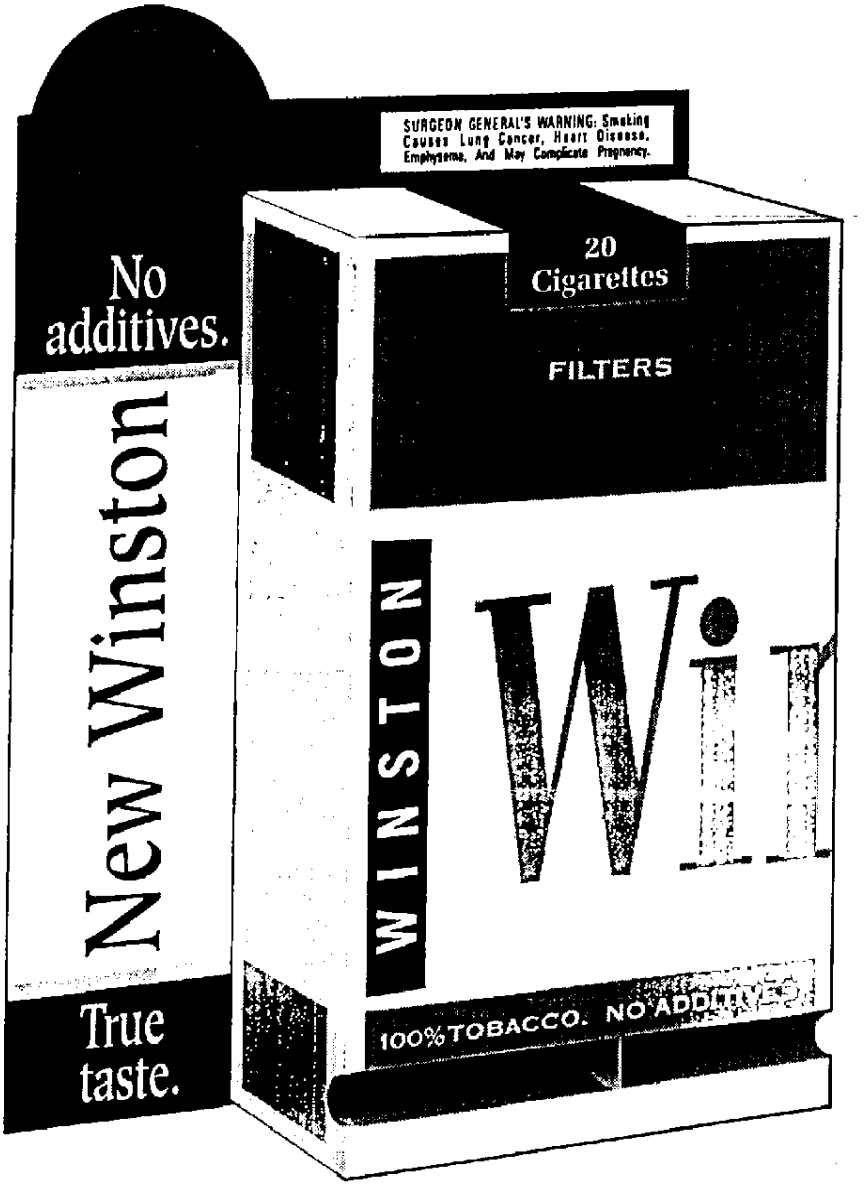
# PRIORITY ITEM

Winston Pack Replica Counter Display
19⅜"H x 12⅜"W x 2¾"D
Item #: 530135
Total Capacity: 30 Packs (15 Per Row)
SKU Pack: 5
(3 FF/2LT)

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# PRIORITY ITEM

Winston "No Bull" Floor Mat
24" Diameter
Item #: 527573

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The No Bull Floor Mat Graphic is designed for placement on any uncarpeted floor. The clear rigid vinyl surface is UL approved as a floor covering and is easily cleaned with any ordinary surface cleaner or through normal floor maintenance. Properly positioned in the check out area of a store, this Floor Graphic will provide months of high impact "No Bull" impressions, and has proven to be one of the most recognized pieces of in-store POS. Floor Graphics have a removable adhesive backing which is easily placed. If removed, this floor graphic will not leave a residue.

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Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# PRIORITY ITEM

Winston "No Bull" Metal Sign

15" Diameter

Item #: 531815

The "No Bull" Metal Sign can be placed on walls or other surfaces by using the adhesive pads on the back or by tacking with screws or nails in the holes provided. Two of these signs could be placed back to back and hung from the ceiling as a dangler.

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# PRIORITY ITEM

Winston Ceiling Logo

60"W x 19⅛"H x 3½"D

Item #: 532052

The dimensional Winston logo creates strong brand registration at retail. The sign can be easily hung from drop ceilings or in windows due to its light weight design (3 lbs, 1 oz).

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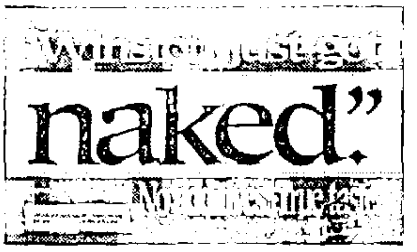
# PRIORITY ITEMS

## Winston Banners

Inside Use

Winston 5' X 3' Attitude Banner
PERIOD 1
Item #: 528182



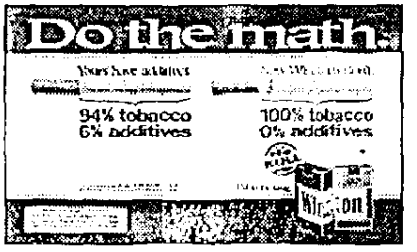

Inside Use

Winston 5' X 3' Attitude Banner
PERIOD 2
Item #: 532112

To Be Determined

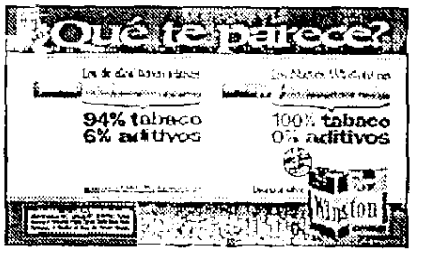
Inside Use

Winston 5' x 3' Stick to Stick Banner
Item #: 528185




Inside Use

Winston 5' x 3' Stick to Stick Banner (Spanish)
Item #: 528194




Outside Use

Winston 9' x 3' Attitude Banner
PERIOD 1
Item #: 528173
Dimensions: 9' x 3'

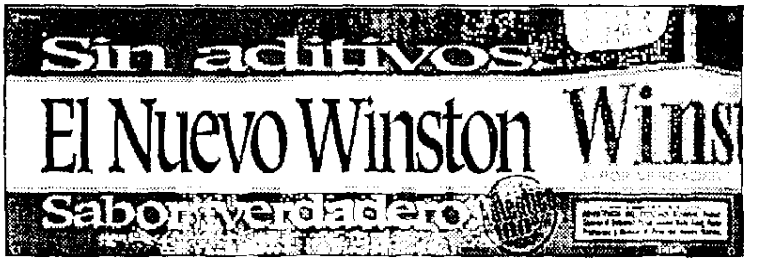
Outside Use

Winston 9' x 3' Attitude Banner
PERIOD 2
Item #: 532103
Dimensions: 9' x 3'

To Be Determined

Outside Use

Winston 9' x 3' Attitude Banner (Spanish)
Item #: 528191
Dimensions: 9' x 3'

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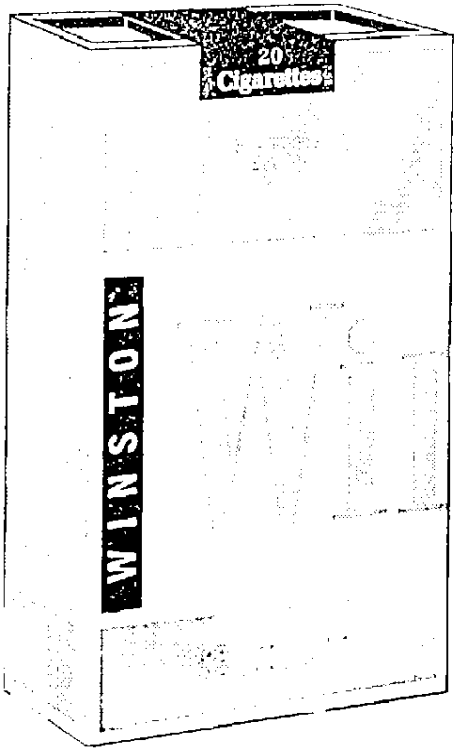
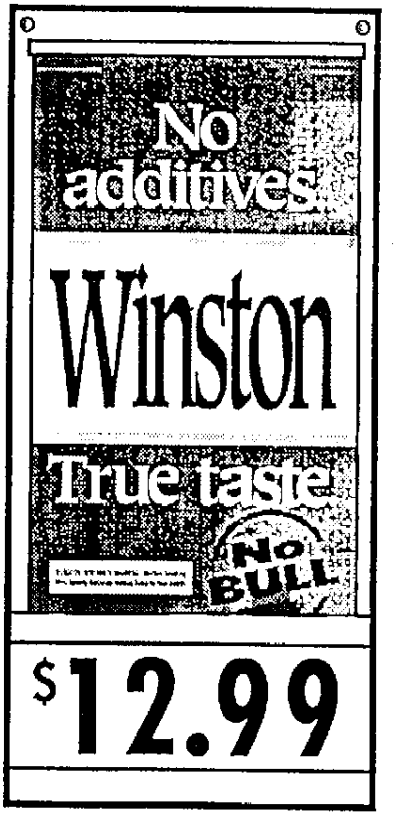
Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# MISCELLANEOUS ITEMS




Winston Floor Ashtray
Item #: 532100




Winston Large
Window/Wall Pricer
Item #: 528161

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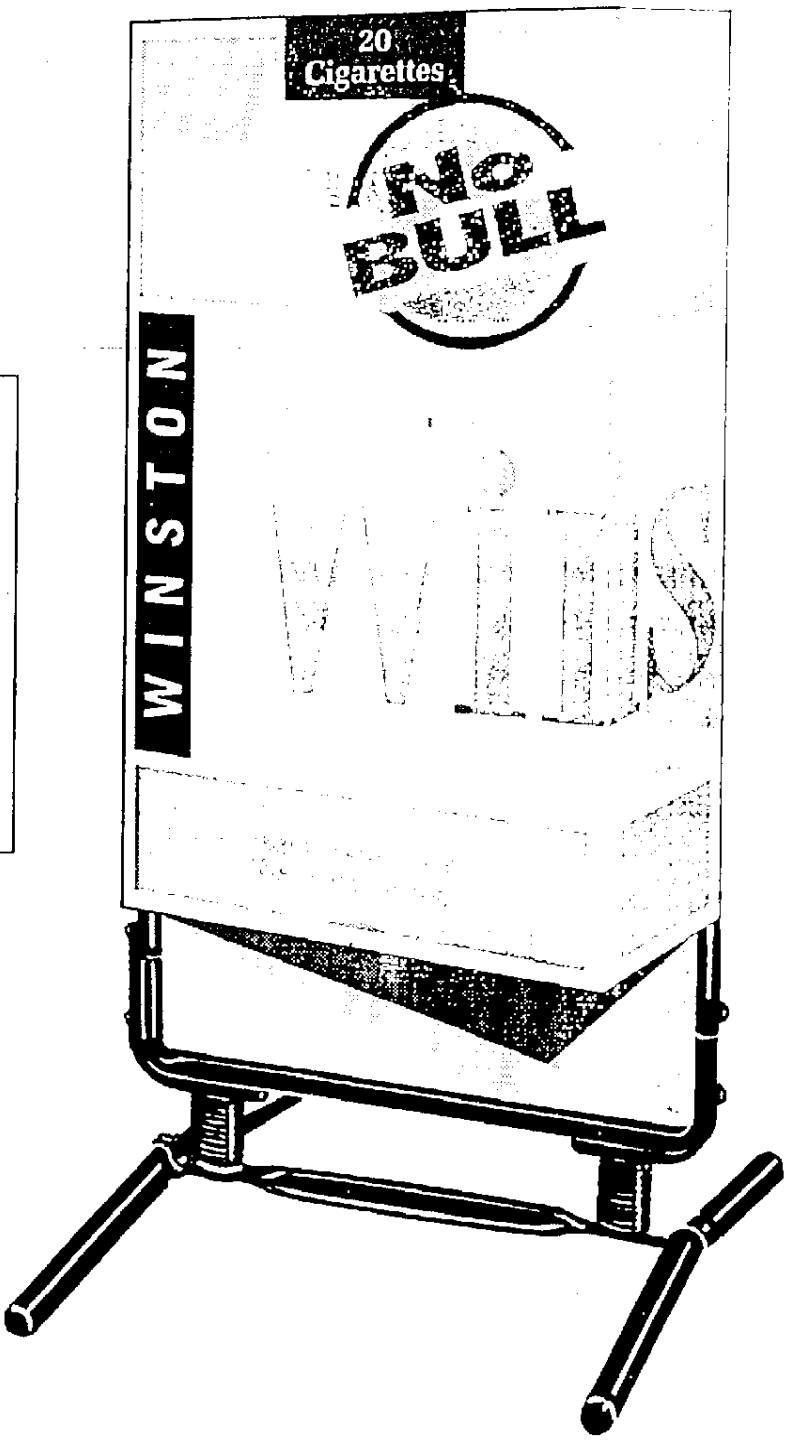
# MISCELLANEOUS ITEM

Winston Dimensional
Ground Mount Refurb Kit
39⅜"W x 27¾"D x 49"H
Item #: 528302

This Ground Mount Retrofit fully communicates our new revolutionary Winston Package Graphics. The retrofit unit is designed to be durable, light and easy to install. Once installed, the retrofit ovides a hard to miss dimensional giant pack and completely refreshes existing equipment and at a fraction of the cost of a new ground mount.

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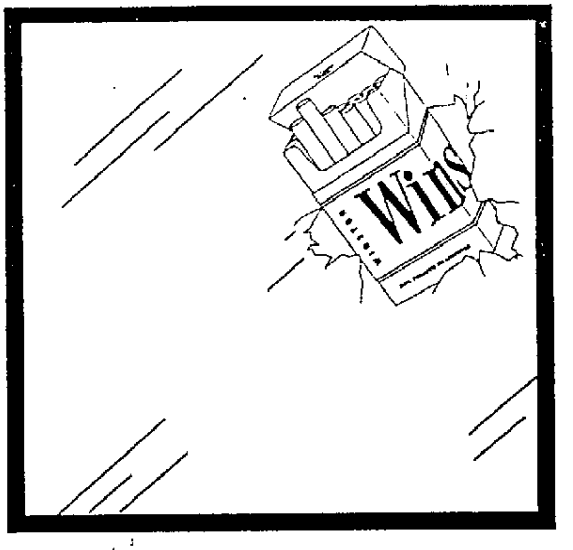
# MISCELLANEOUS ITEM

Winston Window / Wall Crash Pack
20"W x 9"D x 20.5"H
Item #: 528155




Window Crash Pack

Wall Crash Pack

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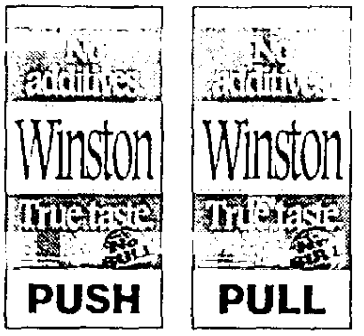
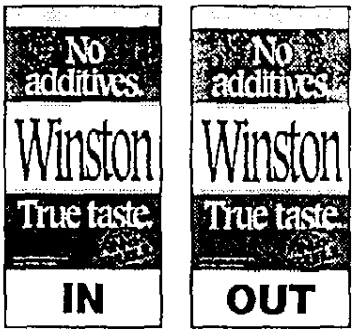
Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000

# MISCELLANEOUS ITEMS



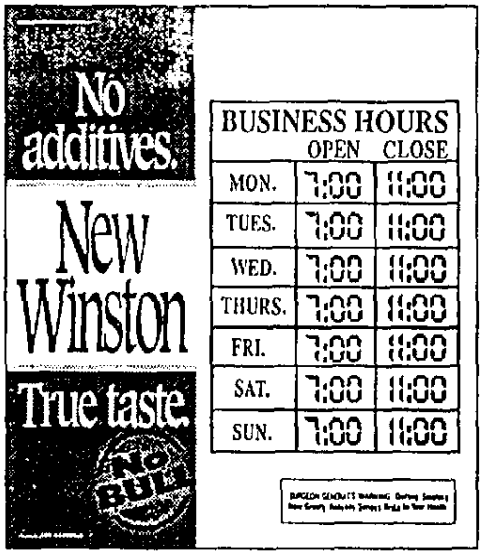

Winston Push-Pull Decal
Item #: 528215

Winston Business Hours Open/Closed Frame Sign
Item #: 528152




Winston In-Out Decal
Item #: 528221

Winston Door/Window Decal (28" x 12")
Item #: 528203




Winston Business Hours Decal (Front)
Item #: 528212

Winston Business Hours Decal (Back)
Item #: 528212

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ITEM SHARE RANKING
STANDARD GEOGRAPHICAL - NY METRO REG
PE OF CIGARETTES - ALL CIGARETTES

| RANK | BRAND DESCRIPTION | YEAR-TO-DATE THRU MARCH 1997 SHARE OF MARKET | YEAR-TO-DATE THRU MARCH 1997 CUMULATIVE SHARE OF MARKET | YEAR-TO-DATE THRU MARCH 1996 SHARE OF MARKET | YEAR-TO-DATE THRU MARCH 1996 CUMULATIVE SHARE OF MARKET |
|---|---|---|---|---|---|
| 1 | MARLBORO L F 85 BX | 14.18 | 14.18 | 13.68 | 13.68 |
| 2 | MARLBORO F 79 BX | 13.57 | 27.76 | 14.15 | 27.83 |
| 3 | NEWPORT M 85 BX | 12.06 | 39.82 | 11.68 | 39.51 |
| 4 | PARLIAMENT L F85BX | 4.11 | 43.93 | 4.05 | 43.55 |
| 5 | NEWPORT M 100 BX | 3.80 | 47.73 | 3.78 | 47.33 |
| 6 | MARLBORO L F 100BX | 3.05 | 50.78 | 2.97 | 50.31 |
| 7 | NEWPORT L M 85 BX | 2.52 | 53.30 | 2.34 | 52.65 |
| 8 | MARLBORO F 100 BX | 1.76 | 55.06 | 1.63 | 54.28 |
| 9 | WIN BASE F 85 SP | 1.52 | 56.58 | 1.69 | 55.97 |
| 10 | MARLBORO MED F85BX | 1.44 | 58.02 | 1.51 | 57.47 |
| 11 | PARLIAMENT L F 100 | 1.41 | 59.44 | 1.34 | 58.82 |
| 12 | MERIT ULT LTS F85B | 1.14 | 60.58 | 1.06 | 59.88 |
| 13 | KOOL M 85 BX | 1.11 | 61.68 | 0.63 | 60.51 |
| 14 | PALL MALL NF 85 | 1.04 | 62.73 | 1.09 | 61.60 |
| 15 | KOOL M 85 SP | 0.98 | 63.71 | 1.39 | 62.99 |
| 16 | CAMEL LTS F 83 HP | 0.95 | 64.66 | 0.69 | 63.68 |
| 17 | SALEM LTS M 85 | 0.87 | 65.53 | 0.90 | 64.58 |
| 18 | SALEM M 85 SP | 0.83 | 66.37 | 0.90 | 65.47 |
| 19 | KENT F 85 SP | 0.68 | 67.05 | 0.77 | 66.24 |
| 20 | KOOL M 100 BX | 0.59 | 67.64 | 0.40 | 66.64 |
| 21 | B&H DLX ULTS F100B | 0.59 | 68.23 | 0.58 | 67.22 |
| 22 | MERIT F 85 BX | 0.58 | 68.81 | 0.60 | 67.82 |
| 23 | CAMEL NF 70 | 0.57 | 69.37 | 0.59 | 68.41 |
| 24 | TRUE F 85 SP | 0.52 | 69.89 | 0.55 | 68.96 |
| 25 | SALEM LTS M100 SP | 0.51 | 70.40 | 0.53 | 69.49 |
| 26 | CARLTON F 100 B | 0.49 | 70.89 | 0.35 | 69.84 |
| 27 | MARLBORO F 85 SP | 0.48 | 71.37 | 0.47 | 70.31 |
| 28 | B&H F 100 SP | 0.47 | 71.85 | 0.49 | 70.79 |
| 29 | V SLIMS L F 100 BX | 0.47 | 72.32 | 0.44 | 71.24 |
| 30 | NEWPORT L M 100 BX | 0.47 | 72.78 | 0.42 | 71.66 |
| 31 | SALEM M 100 | 0.45 | 73.24 | 0.49 | 72.15 |
| 32 | MARLBORO L M 85 BX | 0.45 | 73.69 | 0.35 | 72.50 |
| 33 | WIN BASE F 83 BX | 0.45 | 74.14 | 0.43 | 72.93 |
| 34 | CAMEL F 83 HP | 0.44 | 74.58 | 0.24 | 73.17 |
| 35 | VICEROY F 85 SP | 0.43 | 75.01 | 0.46 | 73.64 |
| 36 | CARLTON F 100 S | 0.41 | 75.42 | 0.35 | 73.99 |
| 37 | KOOL M 100 | 0.39 | 75.81 | 0.63 | 74.62 |
| 38 | KENT F 100 | 0.39 | 76.21 | 0.43 | 75.04 |
| 39 | V SLIMS U L F100 B | 0.39 | 76.60 | 0.34 | 75.38 |
| 40 | WIN BASE F 100 | 0.39 | 76.99 | 0.42 | 75.79 |
| 41 | WIN BASE L F85 SP | 0.38 | 77.37 | 0.43 | 76.22 |
| 42 | LUCKY STR NF 70 | 0.37 | 77.75 | 0.38 | 76.60 |
| 43 | MERIT ULT L F100B | 0.37 | 78.12 | 0.32 | 76.93 |
| 44 | V SLIMS F 100 | 0.37 | 78.49 | 0.35 | 77.28 |
| 45 | V SLIMS L M 100 BX | 0.36 | 78.85 | 0.34 | 77.62 |

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ITEM SHARE RANKING
STANDARD GEOGRAPHICAL - NY METRO REG
PE OF CIGARETTES - ALL CIGARETTES

| RANK | BRAND DESCRIPTION | YEAR-TO-DATE THRU MARCH 1997 SHARE OF MARKET | YEAR-TO-DATE THRU MARCH 1997 CUMULATIVE SHARE OF MARKET | YEAR-TO-DATE THRU MARCH 1996 SHARE OF MARKET | YEAR-TO-DATE THRU MARCH 1996 CUMULATIVE SHARE OF MARKET |
|---|---|---|---|---|---|
| 46 | CARLTON F 85 SP | 0.34 | 79.19 | 0.34 | 77.96 |
| 47 | MARLBORO L F 85 SP | 0.33 | 79.52 | 0.31 | 78.27 |
| 48 | B&H F 100 BX | 0.33 | 79.85 | 0.32 | 78.59 |
| 49 | BASIC F 100 | 0.32 | 80.18 | 0.25 | 78.85 |
| 50 | MARLBORO M 85 BX | 0.29 | 80.47 | 0.25 | 79.09 |
| 51 | TRUE F 100 SP | 0.29 | 80.76 | 0.31 | 79.41 |
| 52 | B&H DLX ULTS M100B | 0.28 | 81.04 | 0.31 | 79.72 |
| 53 | TAREYTON F 85 | 0.28 | 81.33 | 0.31 | 80.02 |
| 54 | CAPRI TRIM F100 BX | 0.26 | 81.59 | 0.26 | 80.28 |
| 55 | BASIC L F100 | 0.25 | 81.83 | 0.17 | 80.46 |
| 56 | MERIT F 100 | 0.25 | 82.08 | 0.27 | 80.73 |
| 57 | VANTAGE F 85 | 0.25 | 82.33 | 0.26 | 80.99 |
| 58 | SALEM SLIM LM100BX | 0.24 | 82.57 | 0.24 | 81.23 |
| 59 | B&H M 100 SP | 0.24 | 82.81 | 0.35 | 81.58 |
| 60 | SALEM ULT LTS M 85 | 0.24 | 83.05 | 0.24 | 81.83 |
| 61 | MARLBORO MED F100B | 0.24 | 83.29 | 0.21 | 82.04 |
| 62 | KENT GLD LT F85 SP | 0.23 | 83.52 | 0.26 | 82.30 |
| 63 | B&H LTS F 100 SP | 0.22 | 83.74 | 0.23 | 82.53 |
| 64 | SALEM ULT LTS M100 | 0.22 | 83.96 | 0.21 | 82.74 |
| 65 | KOOL MILDS M 85 BX | 0.22 | 84.18 | 0.15 | 82.88 |
| 66 | VICEROY F 100 SP | 0.22 | 84.39 | 0.23 | 83.11 |
| 67 | V SLIMS M 100 | 0.21 | 84.61 | 0.20 | 83.31 |
| 68 | V SLIMS U L M100 B | 0.21 | 84.81 | 0.18 | 83.49 |
| 69 | KENT III ULT F 85 | 0.21 | 85.02 | 0.23 | 83.72 |
| 70 | NEWPORT M 85 SP | 0.21 | 85.23 | 0.27 | 83.98 |
| 71 | MORE F 120 | 0.20 | 85.43 | 0.22 | 84.21 |
| 72 | WIN BASE L F100SP | 0.19 | 85.62 | 0.21 | 84.42 |
| 73 | KOOL MILDS M 85 SP | 0.19 | 85.81 | 0.31 | 84.73 |
| 74 | MISTY SL LF120B | 0.19 | 86.00 | 0.19 | 84.92 |
| 75 | TRUE M 85 | 0.19 | 86.19 | 0.20 | 85.12 |
| 76 | MERIT ULTIMA F85 B | 0.19 | 86.38 | 0.17 | 85.29 |
| 77 | V SLIMS L F 120 BX | 0.19 | 86.56 | 0.18 | 85.46 |
| 78 | TAREYTON F100 | 0.19 | 86.75 | 0.19 | 85.65 |
| 79 | CAMEL LTS F 85 SP | 0.19 | 86.93 | 0.29 | 85.94 |
| 80 | MORE M 120 | 0.18 | 87.12 | 0.20 | 86.14 |
| 81 | BASIC U F100 | 0.18 | 87.30 | 0.17 | 86.31 |
| 82 | NOW F 100 SP | 0.18 | 87.47 | 0.20 | 86.51 |
| 83 | MERIT ULT LTS F85S | 0.18 | 87.65 | 0.21 | 86.72 |
| 84 | DORAL L F100 SP | 0.17 | 87.83 | 0.13 | 86.85 |
| 85 | MERIT F 85 SP | 0.17 | 87.99 | 0.19 | 87.04 |
| 86 | KENT III U F100 SP | 0.16 | 88.15 | 0.17 | 87.21 |
| 87 | MARLBORO L F 100SP | 0.16 | 88.31 | 0.17 | 87.38 |
| 88 | TRUE F 80 BX | 0.16 | 88.47 | 0.15 | 87.53 |
| 89 | MISTY SL LF100B | 0.15 | 88.62 | 0.13 | 87.66 |
| 90 | GPC F 100 SP | 0.15 | 88.77 | 0.16 | 87.82 |

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'PE OF CIGARETTES - ALL CIGARETTES

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|---|---|---|---|---|---|
| 91 | DORAL F 100 SP | 0.15 | 88.92 | 0.11 | 87.93 |
| 92 | PARLIAMENT L M85BX | 0.15 | 89.07 | 0.00 | 87.93 |
| 93 | PALL MALL GLD F100 | 0.15 | 89.22 | 0.16 | 88.09 |
| 94 | CAPRI TRIM M100 BX | 0.15 | 89.37 | 0.14 | 88.24 |
| 95 | WIN BASE L F83 BX | 0.15 | 89.51 | 0.11 | 88.34 |
| 96 | CARLTON F83 BX | 0.14 | 89.65 | 0.11 | 88.45 |
| 97 | MISTY SL LM120B | 0.14 | 89.79 | 0.15 | 88.60 |
| 98 | KENT GLD LT F100SP | 0.14 | 89.93 | 0.15 | 88.75 |
| 99 | TRUE M 100 | 0.14 | 90.07 | 0.14 | 88.90 |
| 100 | PARLIAMENT L F85SP | 0.13 | 90.20 | 0.15 | 89.04 |
| | OTHER ALL CIGARETTES | 9.80 | 100.00 | 10.96 | 100.00 |

| | ***** COMPANY SHARE OF MARKET ***** ***** ALL CIGARETTES ***** | |
|---|---|---|
| R.J. REYNOLDS | 12.29 | 12.42 |
| PHILIP MORRIS | 52.50 | 52.15 |
| BRITISH AMERICAN | 11.32 | 11.86 |
| LORILLARD | 22.87 | 22.65 |
| LIGGETT & MYERS | 0.45 | 0.90 |
| COMMONWEALTH | 0.56 | 0.00 |
| OTHER | 0.01 | 0.02 |

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Source: https://www.industrydocuments.ucsf.edu/docs/xrvy0000